

WHAT IS CLAIMED IS:

1. A customer navigation system comprising:
a customer navigation terminal to be carried by a
customer entering a facility, including:

5 a memory section configured to store information
relating to the customer and

a communication section configured to make
communication with a customer guide server; and

10 a customer guide server installed in the facility,
including:

a communication section configured to make
communication with the customer navigation terminal;
and

15 an information management section configured to
perform a customer navigation to the customer
navigation terminal via the communication section of
the customer guide server.

20 2. The system according to claim 1, wherein the
customer navigation terminal includes an identification
information memory configured to store identification
information of the customer carrying the terminal,

the customer guide server includes a calling unit
configured to call the identification information
stored in the identification information memory, and

25 at least one of the customer guide server and the
customer navigation terminal includes a voice
synthesizer configured to synthesize the identification

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information called by the calling unit as a voice.

3. The system according to claim 1, wherein the customer navigation terminal includes a use data memory configured to store use data relating to a facility use of the customer in the facility, and

the customer navigation system includes a use data collector configured to recover the customer navigation terminal to collect the use data stored in the use data memory.

4. The system according to claim 2, wherein the customer navigation terminal includes a use data memory configured to store use data relating to a facility use of the customer in the facility, and

the customer navigation system includes a use data collecting device configured to recover the customer navigation terminal to collect the use data stored in the use data memory.

5. The system according to claim 3, wherein the use data memory stores data on a limit amount of use, a charge on use, a balance and a time of use of the customer in the facility, as the use data.

6. The system according to claim 4, wherein the use data memory stores data on a limit amount of use, a charge on use, a balance and a time of use of the customer in the facility, as the use data.

7. A customer navigation system comprising:
a customer navigation terminal to be carried by a

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customer entering a facility, including:

a memory section configured to store information relating to the customer;

5 a communication section configured to make communication with a customer guide server;

a positional information acquiring unit configured to acquire positional information of the customer in the facility;

10 a display unit configured to display the positional information on a map and facility; and

a first transmission unit configured to transmit the positional information to a service server; and

15 a service server directly or indirectly communicating with the customer navigation terminal, including:

20 a navigation planning unit configured to respond to the positional information transmitted from the customer navigation terminal to generate customer navigation information in accordance with a customer navigation method; and

a second transmission unit configured to transmit the customer navigation information to the customer navigation terminal.

25 8. The system according to claim 7, wherein the service server includes a section configured to dynamically set a use price of the individual facility or a sales price of a particular article in the

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individual facility in accordance with the customer navigation method, and the navigation planning unit reflects the set use price or sales price on the customer navigation information.

5 9. A customer navigation method comprising the steps of:

 making a customer entering a facility carry a customer navigation terminal including: a memory section configured to store information relating to the
10 customer, and a communication section configured to make communication with a customer guide navigation section; and

 performing a customer navigation by communications between the customer navigation terminal and a customer
15 guide server installed in the facility including: a communication section configured to make communication with the customer navigation terminal, and an information management section configured to perform a customer navigation to the customer navigation terminal
20 via the communication section.

 10. A customer navigation method comprising the steps of:

 making a customer entering a facility carry a customer navigation terminal, including: a memory
25 section configured to store information relating to the customer, a communication section configured to make communication with a customer guide server, a

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positional information acquiring unit configured to acquire positional information of the customer in the facility, and a display unit configured to transmit the positional information to a service server;

5 transmitting the positional information to a service server directly or indirectly communicating with the customer navigation terminal, including: a navigation planning unit configured to respond to the positional information transmitted from the customer
10 navigation terminal to generate customer navigation information in accordance with a customer navigation method, and a second transmission unit configured to transmit the customer navigation method to the customer navigation terminal;

15 having the service server respond to the positional information transmitted from the customer navigation terminal to generate customer navigation information in accordance with the customer navigation method; and

20 transmitting the generated customer navigation information to the customer navigation terminal.

25 11. The method according to claim 10, wherein at the service server, in accordance with the customer navigation method, a use price of the individual facility or a sales price of a particular article in the individual facility are dynamically set, and the set use price or sales price are reflected on the

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customer navigation information.

12. A customer navigation terminal comprising:

a customer navigation terminal to be carried by a customer entering a facility, including:

5 an identification information memory configured to store identification information of the customer; and
a transceiver configured to receive a call signal inputted from outside to transmit outside the identification information read from the identification
10 information memory.

13. A customer navigation terminal to be carried by a customer entering a facility, comprising:

a use data memory configured to store use data relating to a facility use of the customer including
15 data on a limit amount of use, a charge on use, a balance and a time of use of the customer in the facility; and

a transceiver configured to receive a call signal inputted from outside to transmit outside the use data
20 read from the use data memory.

14. A customer navigation terminal to be carried by a customer entering a facility, comprising:

a positional information acquisition unit configured to acquire positional information of the
25 customer in the facility;

a display unit configured display the positional information on a map and facility information relating

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to an individual facility of the facility; and
a transmitter configured to transmit the
positional information outside.

15. A service server for directly or indirectly
5 communicating with a customer navigation terminal to be
carried by a customer entering a facility and having a
memory function of information relating to the customer
and a communication function with outside, comprising:

10 a navigation planning unit configured to respond
to positional information of the customer in the
facility, transmitted from the customer navigation
terminal, by planning a customer navigation method to
generate customer navigation information in accordance
with the customer navigation method; and

15 a transmission unit configured to transmit the
customer navigation information to the customer
navigation terminal.

16. The service server according to claim 15,
further comprising a dynamic price setting unit
20 configured to respond to waiting time information by
attractions acquired from the customer navigation
terminal to dynamically set a price meeting an
expectation function = $((\text{normal price} - \text{set price}) /$
 $\text{normal price}) (\text{waiting time} - \alpha)^2$, where α is an
25 optimal waiting time.

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